

To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: February 5, 2021

Re: WEEKLY MEMO

Dates to Remember:

<i>Date</i>	<i>Event</i>	<i>Time</i>
February 3	Safe Zone Meeting with staff, FVRC	12–2pm
February 5	Book Club Meeting with staff, Zoom	9am
February 5	Super Smash Brothers Tournament, FVRC	6-9pm
February 11	GBN Home Swim Meet, FVRC	5-7pm
February 12	Sports-Tacular Night Out, SRC	6-9pm
February 12	Virtual Teenie Weenie Valentines Luncheon, FVRC	11:30am-12:15pm
February 19	Forever Young Valentine Luncheon, FVRC	12-1:30pm
February 22	Member Appreciation Event, FVF	5-7pm
February 27	That’s Amore Daughter Date Night, FVRC	4:30-6pm
March 2	Teenie Weenie Dr. Seuss Birthday, FVRC	11am-12pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - LifeFitness treadmill was out of service for two days. Division Manager greased bearings and now the treadmill is functional. Cost saving of \$115 by performing work in-house.
 - Replaced chlorine pump. We will be keeping the used pump from Aquapure at no charge in order to have a backup if the pump goes out again.
- SRC
 - Renovations continue as scheduled. Parks & Facilities staff has been working in conjunction to assist with all aspects of the renovation projects.
 - Staff removed partitions and built a door in the men’s locker room at SRC for additional storage.
- CCWP
 - JEM will be hired to do outdoor pool maintenance for the 2021 season.
- CCMG
 - Staff cleaned out the facility and is in discussions with the Recreation team to make some minor improvements/adjustments to the facility as a whole.
 - Staff continues to review new lighting options for the facility via ComEd rebate programs.
- PARKS
 - Staff is working on dog park amenities - fresh paint, making repairs as needed, etc.

- Purchased Ford Escape from Hawk Ford to add a new vehicle to our fleet. The Ford Focus and Ford Transit were traded in as part of this purchase.
- Sent the Toro 5900 to Reindeer for preventive maintenance (budgeted). This is new to 2021. Staff hopes to alleviate down time in the summer months by getting in front of maintenance this year.

Strategic Goal and Initiative #2

Improve Financial Position

	2021 - YTD	2020 - YTD
Virtual Group Fitness	\$65	NA

- The FVRC church rental has continued, with a limited number of people able to begin attending on January 31, 2021.
- Two corporate “blitz” days took place the week of January 25 to promote corporate memberships; 22 businesses in the industrial park areas of Carol Stream were targeted. Staff delivered information regarding corporate memberships at 21 of the 22 businesses.
- 2020 Property Taxes received January 29 \$34,382.03 (YTD=\$9,317,525.26, 100.2% of budget, 2019 YTD = \$9,090,847.44, 100.6% of budget). This allocation should have been received on December 18; it’s possible the auditors will post it back to 2020.
- Scoop the Poop campaign for Director of Parks & Facilities, in partnership with the Lower DuPage River Watershed Coalition, consisted of five Facebook posts (two with article shares) on Bark Park page scheduled through February 10 using supplied media kit and blurb on Bark Park webpage: <https://www.csparks.org/bark-park/>
- Digital Guide – a total of 2,037 customers have signed up to receive the Digital Guide. That’s an increase of 90 subscriptions in the last two weeks.
- Carol Stream Park District Monthly E-news format was updated to include a new graphic in the footer to invite individuals to sign up for the newsletter. Subscriptions increased by 37 since last month, for a total distribution of 5,184 customers.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- IT met with Facilities Manager and contractor to discuss audio and video amenities for the recently converted KidsZone room at FVRC; this will enhance the rental options, and revenue capacity for the future.
- IT is starting to prepare the new WIFI devices for deployment and will coordinate the wiring installation with contractor.
- IT is checking prices for equipment to be used with a tablet for a fitness program and will forward the information to Division Manager of Fitness.
- IT is coordinating the upgrade of the operating system on our virtual servers with Sterling.
- IT will coordinate the update on our Firewalls that need a security patch upon approval from Finance.
- Active Net enabled the new Customer User Interface (CUI) to be up and running with the announcement of the new activities for March and April.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Offering an after school E-sports league to try to entice kids to come back to our facilities beginning in March.
- Marketing team continues to monitor the types of devices used to view the District’s website. We are holding steady at 45.6% of users viewing our site on a mobile device.
- Viewer Demographics of visitors to csparks.org; Marketing staff monitor visitors to the website. Direct Links is now #1. Direct links come from marketing communications like emails, website, digital guide etc.
 - #1 Direct Search 45.7%. an increase of 7.5%
 - #2 Organic Search 43.5%, a decrease of 7%
 - #3 Referral 9.5%,an increase of 1%
 - #4 via Social media link is 1.4%, a decrease of 1.4%
- Interests (January 19-31) - interests based on top pages visited on the digital guide and csparks.org are: Fitness, Sports, Basketball, Group Fitness. Since the last report Adult, Basketball, Tween, and Group Fitness pages moved into the top 10.

Page Title	Pageviews	% Pageviews
1. Digital Guide - Digital Guide	1,220	43.28%
2. Elementary - Digital Guide	179	6.35%
3. Fitness - Digital Guide	177	6.28%
4. Sports - Digital Guide	150	5.32%
5. Adult - Digital Guide	116	4.11%
6. Toddler - Digital Guide	91	3.23%
7. Basketball - Digital Guide	86	3.05%
8. Swimming - Digital Guide	86	3.05%
9. PreK - Digital Guide	84	2.98%
10. Tween - Digital Guide	66	2.34%

Page Title	Pageviews	% Pageviews
1. Online Services	11,912	42.07%
2. CSPARKS.org Carol Stream Park District	3,483	12.30%
3. Checkout	924	3.26%
4. Fountain View Fitness Carol Stream Park District	816	2.88%
5. Youth Sports Carol Stream Park District	615	2.17%
6. Group Fitness Virtual Classes Carol Stream Park District	585	2.07%
7. Confirmation	575	2.03%
8. Page not found Carol Stream Park District	513	1.81%
9. Group Fitness Classes Carol Stream Park District	482	1.70%
10. Fountain View Recreation Center Carol Stream Park District	251	0.89%

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Strategic Goal and Initiative #5

Develop Parks and Facilities

- Proposal has been put together to add additional A/V equipment into room 206. The upgrade will include a 1080P web cam, camera tripod, and USB mixer. These tools will help the participants and instructor user experience as it pertains to virtual fitness programming.
- Staff and the Board of Commissioners interviewed four firms in regards to creating a master plan for Community Park on Monday, February 1. The project has been awarded to Wight and Company who received the highest calculated point score.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- IT Staff applied an update to the SonicWALL VPN Appliance which supports secured remote access for staff working off site. Additional configured enhancements included additional security by geo-IP restriction which restricts VPN logins to only allow those initiating, or routing within the US.
- Marketing has coordinated with Recreation and Administration staff to issue a series of announcements regarding the changes in the State’s Restore Illinois Tiers, and mitigation rules. Updates were issued on both January 19 and January 26.

- The Marketing Department, Preschool Coordinator and Preschool teachers created two videos for the Let’s Play! Event sponsored by the CCSD93 Birth to 5 Community Coalition. The event will be held online, with both live sessions and posts to be accessed over time. The first video is an instructor-led song. The second is a general video about the Carol Stream Park District Preschool. These will be kept up on the coalition’s website as an introduction to their partners and will be sent out throughout the year in email blasts to families and in their social media accounts.
- Superintendent of Recreation attended a PDRMA training focus group to help guide the future of day camp and preschool staff training opportunities, for both full time supervisors and part time/seasonal program staff.
- In-person preschool classes returned to Elk Trail Recreation Center on January 19. The kids and teachers were excited to be back! All COVID protocol is still in place.
- The Digital Guide for March and April programs was announced on February 3.
- As the Governor progressed through his phased COVID mitigation plan, Facilities staff continues to adapt to increased numbers of patrons throughout our Facilities. The Recreation team has played an integral role with sanitization as well.



Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2021 - YTD	2020- YTD
PIG Competition	11	0
Swim Team Conditioning	23	NA
Private Swim Lessons	38	53
Virtual Group Fitness Classes	390	NA

- Teenie Weenie Winter Fest was held at Coyote Crossing Mini Golf on January 30. The new “pop-up” event hosted twenty-nine participants with their families. The hill next to the course was used for sledding. Other activities included snow painting, snow shoeing, games, winter crafts and refreshments.



- A new theatre workshop, Off Their Rockers, has 10 registrants. This play is being practiced in a new small group format in order to meet COVID restrictions that were in place when winter was planned.

- Additional tryouts for Forte Dance Company and Springers Gymnastics Team were scheduled in an effort to increase participation on both teams. We do not usually offer a mid-season tryout in the winter. Currently, six gymnasts and two dancers are signed up for tryouts.
- Four January Teenie Weenie At-Home Activity Boxes were delivered on January 22. January's box included a Dinosaur themed book and activities.
- Forever Young held New Year's Bingo on January 21 at Fountain View Recreation Center with five participants vying for prizes!



- A new special interest class took place in January. Crafts with Casie Virtual Sip & Craft class was held on January 25. There were 15 participants registered and each received a take home craft kit two days before the class. The kit included 2 wine glasses and paint supplies to make festive, fun 2021 themed glasses. The class was led by instructor Casie via Zoom and participants were able to learn and follow direction from the comfort of their own home.



- Virtual group fitness classes continue to be offered along with in person classes. Instructors have modified their curriculum to benefit both in-person members and virtual members.
- We're seeing an increase in co-op gymnastics participation this winter; 18 participants from Glendale Heights and Winfield were registered.
- Enrollment for Remote/Hybrid Learning continues to increase. There are now 32 registrants.
- Springers gymnasts are thankful to be practicing as a team again now. A number of girls were promoted and we temporarily reduced the levels from four to three, based on current enrollment, in order to reduce staff expenses.



- Theme nights and special events for Coyote Crossing have been set by staff for 2021. New themes this summer will include Star Wars, Sweetest Day, Movie night and Wacky golf along with a Teenie Weenie Breakfast with Cody event.

- With the move to Tier 1 we are now able to offer adult volleyball leagues, which are scheduled to start on Friday, February 12 and Monday, February 15.
- CCSD93 canceled school due to the snowstorm on January 26. ActivKids participants were notified the day prior that childcare would be provided for all students, whether it was their scheduled day of attendance or not. Parents were thankful the program was offered and nine children attended, five of which were upgraded from their partial-day hybrid registration to a full day. Preschool offered the option for in-person or virtual learning on the snow day. Previously, we would have followed D93's decision and canceled preschool but this was an easy accommodation.
- Open Gym has resumed at Fountain View Recreation for fitness members only.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Recreation Superintendent and Supervisors attended IPRA/IAPD annual conference virtually.
- The Athletic Supervisor and Division Manager of Athletics attended IPRA's virtual Conference with one session especially beneficial that gave numerous examples on how to keep people engaged in trainings.
- The Athletic Supervisor and Division Manager of Athletics met with the Parks Department to discuss spring 2021 and which fields would be needed for sports. The discussion of resting Red Hawk fields 1 and 3 was also brought up to further ensure that the new grass would hold against the demands of the games.
- Community Relations Supervisor attended meeting with DuPage Convention & Visitors Bureau to see how to enhance sponsor exposure with their media reach.
- Recreation Supervisor hosted IPRA aquatic roundtable with guest speaker from Jeff Ellis and Associates.
- The Preschool Coordinator attended a free webinar on "Building Foundational Language Skills to Nurture Developing Talkers" sponsored by Scholastic Book Clubs. The webinar identified ways to develop language and reading among preschool aged children.
- Superintendent of Recreation attended the Active Adult Network meeting with discussion focused on programs and services being offering with the current COVID mitigations and plans for spring/summer.
- Two new full time Parks employees will begin employment on Monday, February 15.
- PDRMA appraiser came out January 20 to update our building appraisals.
- Cross Training for Accounts Payable processing has been completed with a second member of the Finance team. This was a result of the elimination of the former full-time A/P Coordinator position.
- A Safe Zone meeting was held on February 3 with 18 employees in attendance. This is the second meeting where we discussed ways to support diversity, promote inclusion, and equity. We have come up with the next steps on taking action towards become a more diverse, equitable and inclusive District for all.

- Superintendent of Human Resources has been asked to serve on a PDRMA Training Focus Group. This group was selected and created to assist PDRMA with feedback on current PDRMA trainings as well as suggestions for future trainings.
- Human Resources will be attending HR Source webinar to review 2021 Parks and Recreation Salary Study, and best practices for using the results.
- Human Resources will be participating in a webinar on the COVID vaccine and what employers need to know.
- A Job Fair is planned for the end of February/early March as we prepare for summer hiring of lifeguards, mini-golf, concession, and camp staff. This is another indicator of resuming services to the community.

Miscellaneous News You Can Use...

- Staff has coordinated a virtual/voluntary book club! This month we are sharing our thoughts on The Silent Patient, by Alex Michaelides, a suspense thriller!
The next book will be Turn the Ship Around – A book on Leadership
- Sue Rini successfully received her Certified Parks & Recreation Professional (CPRP) Certification.